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IF FOUR HUNDRED THOUSAND OF OUR MEN OVERSEAS HAVE OFFERED THEIR LIVES
SURELY AN EQUAL NUMBER OF US AT HOME CAN NOW AT LEAST LEND OUR MONEY

The Success of the Allies' Cause Demands

M-O-N-E-Y

"Money is the Root of all National Effort, and if that Fails Everything Fails"

Mr. Hon. Robert Law, Chancellor of the Exchequer

In these critical days in the history of Canada we must do our duty. Canadian Soldiers are daily giving their lives to preserve our liberty. Canadians at home must not fail them. Every man, woman, and child in the Dominion is called upon not to give but to **LEND THEIR MONEY** to

BUY CANADA'S VICTORY BONDS

Victory or defeat is in OUR hands. The man, be he rich or poor, is little to be envied, who, at this supreme moment fails to bring
——— forward his money for the security of his country. ———

THE SECURITY OFFERED

Both principal and interest are a charge upon the Consolidated Revenue Fund of the Dominion of Canada. The Banks of Canada are united in attesting to the high character of the security which this investment offers you. All the resources of the Dominion of Canada are a guarantee to you for the payment of your interest every six months, and the repayment of the loan in full at the end of the term.

THE INTEREST RETURN

Bonds will be issued in denominations of \$50, \$100, \$500, \$1,000, \$5,000 and \$10,000. They will pay you 5½ per cent per annum and the investment is free from taxes—including any income tax—imposed in pursuance of legislation enacted by the Parliament of Canada.

Not only should you invest in Canada's Victory Bonds to the limit of your ability, but you should do so without *delay*. Those who have not your keen realization of the nation's needs will be influenced by your prompt response.

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